



Aerial view of E15 site in the centre of Innsbruck © Google Earth

**SCALES:** L/S - urban + architecture / architecture + context  
**TEAM REPRESENTATIVE:** architect / urbanist / landscaper  
**SITE FAMILY:** IMPLANTING - Productive uses  
**LOCATION:** Innrain, Innsbruck, Tyrol, Austria  
**POPULATION:** city 133,540, conurbation 156,690  
**STRATEGIC SITE:** 18 ha  
**PROJECT SITE:** 3.2 ha  
**SITE PROPOSED BY:** City of Innsbruck  
**ACTOR(S) INVOLVED:** City of Innsbruck / IIG-Innsbruck  
**OWNER(S) OF THE SITE:** IIG-Innsbruck Immobilien Gesellschaft  
**COMMISSION AFTER COMPETITION:** A commissioning for a strategic urban concept of the winning team is intended

**HOW CAN THE SITE CONTRIBUTE TO THE PRODUCTIVE CITY?** Innsbruck's newly elected government has an extremely ambitious plan for the city. Goals are already set for soft mobility, sustainability, densification and reuse, green and open spaces, job preservation and creation, and participation. Everything is geared towards a resilient city with short distances. The E15 site doesn't just sit within this progressive framework of ideas, it is perfectly located on a central spot in town, where all of the above-mentioned ideas come together at once. Central questions will revolve around a concept for a future Market Hall and a strategy for linking the river with the site. Nothing less than a pioneering vision for lively, open and innovative spaces is required. A multifold of production facilities with strategically-designed synergies should act as a trigger for the whole area.

**CITY STRATEGY**  
 Innsbruck's beautiful setting between impressively high mountains is unequalled. Inevitably the compact city has limited spatial resources. Densification, reuse and restructuring built-up areas are therefore main objectives for the urban development. Another major focus lies on a sustainable mobility strategy. With its prominent location the site is a pivotal point where several mobility strands cross and by-pass, making this task exceptionally important. Bringing Innsbruck back to the banks of the river Inn, which runs along the site, is another key issue here. One of the largest and most interesting inner-city development areas, the E15 site is ideal for all these goals. The city sees it as a crucial mosaic for a propulsive and visionary development of Innsbruck - and rightly so.





## SITE DEFINITION

The E15 site in the very heart of the city facing the most picturesque scenery of Innsbruck - colourful housing with huge mountains in the background - is typically Tyrolean. The site's enormous potential is barely used despite its prime location.

It comprises of a vast central square and a charming market hall which could both be improved upon, a parking garage (to be removed) and a huge office block (soon to be vacated).

The challenge here is to strategically restructure the area, activate all possibilities and initiate new synergies. The future market-hall will be a key theme for this development. Come up with the epitome of a visionary and innovative hub that gives a fresh identity to the area.

## HOW IS PRODUCTION CONSIDERED IN THE URBAN DIVERSITY PROGRAM ?

Every inhabitant of Innsbruck knows the E15 site. It is so central it seems everything happens here: there are tourists, bikes, cars, cafes, shops, the market, restaurants and people simply strolling around... Yet it lacks identity. The connection with the river is missing, the definition of the square is vague, mobility strands are not clear, openings and see-throughs are absent. However, it is an ideal testbed because the site is extremely popular with its inhabitants and new ideas will be eagerly anticipated. Participation will be integral to the process.

The Market Hall brings the image of production to the site and here a boost can be initiated. Universities are in the neighbourhood so think start-ups and prototyping. Craft and trade are well-supported in this area.

Sustainability and nature are key topics. Water is next to the site. Clearly an enormous potential for synergies is at hand. The main challenge is to restructure the site, keep it inclusive, yet exciting and give it a clear identity. Simply put, come up with your staggering vision for a conglomeration of production, exchange and creation. Generate the very image of a resilient city hub!



# European 15 – INNSBRUCK (A)



Market Square with main view to opposite river bank





View from the 'Innbrücke' towards Southwest, E15 site on the left.



Square / Market hall (left), entrance situation north



Riverbank and street along E15-site. View from southern access point.



Market hall - listed part